



2010 PUBLIC POLICY AGENDA

I) Encourage Job Creation through the State Tax Structure and Appropriations

North Carolina's tax structure and budget should be "knowledge based" and encourage job creation. NCTA recommends these actions:

- * Support a State tax structure that incents North Carolina job creation through effective and fair modernization of the State tax code and oppose State taxes that discourage technology job creation
- * Support efforts to encourage entrepreneurs to start and grow companies. Create more jobs in the State by encouraging founders to start and grow companies in North Carolina through ideas such as the State Treasurer's Innovation Fund and founder's stock tax incentives
- * Support small business creation and growth through initiatives such as matching funds for SBIR grants
- * Support tax credits and other measures to grow the digital interactive media industry (video game producers)
- * Support job creation through targeted, performance-based incentives such as appropriations to the One North Carolina Fund
- * Support additional investment in, or incentives for, high-speed Internet build out in unserved and underserved areas by private sector providers and efforts to identify accurately the need for such build out

II) Support the Knowledge Economy through Various State Education Strategies

NCTA supports the use of technology as a life-long learning tool in education, beginning in preschool. The technology industry's success is dependent on an educated workforce ready to compete in the 21st century economy. NCTA recommends these actions:

- * Support continued funding for the NCREN network in order to increase statewide broadband Internet access in education to take the zip code out of school connectivity
- * Support efforts to improve student performance and graduation rates through innovative education ideas such as the One-to-One Learning Initiative, the New Schools Project, Learn and Earn and virtual classrooms
- * Support efforts to increase emphasis on Science, Technology, Engineering and Math (STEM) and help North Carolina grow jobs in STEM related fields through initiatives such as support for the STEM Community Collaborative, maximizing the effectiveness of STEM efforts statewide and supporting STEM-related recommendations of the NC JOBS Commission
- * Support efforts by the University of North Carolina to educate and train a 21st century workforce through initiatives such as the NC Research Campus and the NC Research Competitiveness and Commercialization Gap Funding, and to spur company creation through effective tech transfer policies
- * Support efforts by the Community College System to educate and train a 21st century workforce through increasing funding for equipment and technology, using technology in instruction, and working with key industries, such as health care and green businesses

III) Grow the Defense & Security Cluster in North Carolina

NCTA supports investments to grow the statewide cluster in defense, security and intelligence e-businesses. NCTA recommends these actions:

- * Support efforts to make North Carolina a leader in military presence and defense and security related jobs through initiatives such as the Defense & Security Technology Accelerator (DSTA) and the North Carolina Military Foundation

IV) Encourage e-Citizenry and Maximizing Use of State Information Technology Funds

NCTA supports efficient and effective use of the State's information technology funds. In addition, its members believe that technology is necessary to connect citizens to government and must be used responsibly and safely. NCTA recommends these actions:

- * Support funding for up-to-date technology in State government to enable agencies to serve citizens efficiently and effectively
- * Support a State government IT organizational structure, funding mechanism and procurement system to maximize effective and efficient use of technology
- * Support policies that seek a safe and secure Internet experience for citizens, especially children and seniors, which encourage ethical and responsible Internet use, that are both technologically feasible and constitutional, and that recognize the appropriate role for private sector technology companies that provide relevant services and products

V) Make North Carolina a Leader in the Green Economy

NCTA supports North Carolina becoming a national leader in the creation of "green" companies, creating a "green" workforce, and helping companies be "green." Technology companies can help lead this effort and NCTA recommends these actions:

- * Support research and development of "green" technologies, growth of "green" companies through initiatives such as the Green Business Fund, and use of "green" technology in business
- * Support policies and incentives to technology companies for the reuse and recycling of technology products that recognize the appropriate roles of technology companies, consumers and State government. This includes focusing on the recycling of household technology equipment and on provisions related to reporting, recycling plans and fees required from manufacturers.

About NCTA: *The North Carolina Technology Association (NCTA) is a not-for-profit, membership-driven trade association that is the primary voice of the State's technology industry. With over 400 member companies and organizations, NCTA is the intersection of leadership and technology, fueling the growth of North Carolina through Executive Engagement, Public Policy and a Knowledge Workforce. For more information, please visit www.nctechology.org or contact President & CEO Brooks Raiford at 919.856.0393 x224.*